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PUBLISHER

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"Oscar" Contest Sweeps Canada

By JAY L. SMITH



Canadian interest in the Academy Awards this year is at a new high, both among exhibitors and the public, thanks to the Oscar Derby being promoted by the Public Relations Committee of the Motion Picture Industry Council here. Prizes running into many thousands of dollars have already been lined up and confirmed for the Canadian scheme, including four new 1956 Oldsmobiles, and a number of all-expense-paid trips to Hollywood, New York, etc.

On Saturday evening last, the Oldsmobile Division of General Motors sponsored a telecast of the Academy Award nominations, which will serve as the basis for the final balloting, to take place March 21st. These same nominations, of course, will also serve as the basis on which the balloting will take place in approximately 500 theatres participating in the Canadian plan.

Unlike last year, when one motion picture, "On The Waterfront" dominated the entire list of nominations, no single picture seems destined to sweep the field, "Marty", the Hecht-Lancaster production for U.A. release, is tied with 20th-Fox's "Love Is A Many Splendored Thing" with eight nominations in various categories. However, this, in itself, is of more than considerable interest, in view of the fact that while the Fox CinemaScope picture cost at least \$2,000,000 to produce, the U.A. release was a "quickie" from a production standpoint, being completed in 19 days at a cost of only \$343,000.

Nominated for the Best Picture of the Year are: "Love Is A Many Splendored Thing" (20th-Fox); "Marty" (U.A.); "Mister Roberts"

(Continued on Page 4)

Over 500 Houses Participating With 12 Top Papers Sponsoring

Toronto: Last Saturday's Academy Award nominations announcement received top coverage across the length and breadth of Canada as the result of the "Oscar" contest developed by Charles Chaplin's Public Relations Committee of the Motion Picture Industry Council. The wide-spread acceptance of the entire industry to this first public relations project on the part of the newly revived committee, Chaplin stated, will be translated into additional projects before the year is out.

Tax Protest Planned By Man. Rural Exhibs

Winnipeg: A delegation of rural exhibitors has demanded that all theatres in the province of Manitoba close for one day as a gesture of dissatisfaction if inadequate amusement tax relief is not forthcoming. (See PROTEST Page 5)

Chaplin, confirmed the wildest (See "OSCAR" CONTEST Page 5)

"Motion Pictures Still World's Greatest Entertainment"—Balaban

Toronto: Gordon Lightstone, Paramount's Canadian general manager, released last week-end excerpts of an important press conference held by Barney Balaban in New York. The excerpts follow.

"I have just returned from a visit to our Hollywood studio devoted to screening completed new pictures and to setting our picture plans and projects for the near future with our production heads, (See BALABAN Page 4)

"Canadian Lancers"

New York: Walter Branson, RKO Vice President in Charge of World-Wide Distribution, has announced that "Canadian Lancers" will be released March 16 as the eighth of the RKO-Pathe 1955-56 Sportscope series.

Produced in Halifax, Nova Scotia, "Canadian Lancers" concerns a crack riding group of boys and girls from 8 to 14 years of age who wear the uniforms of the famous Bengal Lancers of India. Woven into the action of this single reel is the story of a 6-year-old girl, too young to join the troop, who stows away on the train taking them to participate in an anniversary celebration. Finding her, the Lancers make her their mascot.

Tent 28 Continues Luncheon Meetings

Toronto: The noon luncheon meeting of the Toronto Variety Club in January was so successful that the Crew decided to give a repeat performance for the February business session which was called for the same place, the Sheraton. (See TENT 28 Page 3)

20 From Rank Studio In 1956 16 In VistaVision & Color

London: Visit many countries from the comfort of your theatre seat is the theme for 1956, according to news just released from the Rank Studios, who are filming in Spain, Italy, France, the West Indies and North Africa to name a few location spots.

A great new production plan calls for 20 major films already planned, with more to follow, 16 in VistaVision and color, in addition to eight others now in the final stages of editing and cutting.

Subjects range through comedy,

Canadian Premiere

20th CENTURY-FOX's
"CAROUSEL"

IMPERIAL, TORONTO
MARCH 21st

Net Proceeds to Tent 28's
HEART FUND
with the CBC-TV show
"HIT PARADE"

Telecast from the Stage.
Jim Nairn and Sam Glasier
in charge of publicity.

Manitoba Theatres Promote Bingo

Winnipeg: Bingo is becoming an increasingly important Theatre box-office stimulant in the Prairie Provinces. There are now over 40 theatres in Manitoba and Saskatchewan alone running Theatre Bingo, and it has just started in Winnipeg's Western Circuit in the Roxy Theatre. All exhibitors report that Bingo has more than doubled, and in some cases, tripled their business.

As a result of the importance of Bingo, Theatre Posters in Winnipeg, are now supplying a com- (See BINGO Page 3)

drama, romance and open-air adventure, and never before has a British studio planned so thoroughly, with shooting schedules, casting and production arrangements made on a comprehensive, long-term basis. Eighteen to twenty films (See RANK STUDIO Page 5)

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When those cheering M-G-M representatives from overseas reach home, they'll say:

**"IN ANY LANGUAGE,
HAPPY DAYS
ARE HERE
AGAIN!"**

**"We saw
'MEET ME IN
LAS VEGAS'**

(CinemaScope-Color)

It's everything we heard, truly a Gold Mine of Entertainment. Cyd Charisse becomes the screen's new darling!"

The Cast:

Dan Dailey, Cyd Charisse, Agnes Moorehead, Lili Darvas, Jim Backus, Oscar Karlweis, Liliane Montevecchi, Cara Williams, The Four Aces, and Guest Stars: Jerry Colonna, Paul Henreid, Lena Horne, Frankie Laine, Mitsuko Sawamura.

**"We saw
'I'LL CRY
TOMORROW'**

It will capture the heart of the world just as it has won fame and fortune in America!"

The Cast:

Susan Hayward, Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor, Ray Danton.

**"We saw
'TRIBUTE TO
A BAD MAN'**

(CinemaScope-Color)

Cagney is even better than in 'Love Me Or Leave Me.' This picture has everything it takes for a BIG HIT!"

The Cast:

James Cagney, Don Dubbins, Stephen McNally, Vic Morrow, Irene Papas.

**"We saw
'THE SWAN'**

(CinemaScope-Color)

Imagine! With a sure-fire picture, and all that Grace Kelly publicity! WOW!"

The Cast:

Grace Kelly, Alec Guinness, Louis Jourdan, Agnes Moorehead, Jessie Royce Landis, Brian Aherne, Leo G. Carroll, Estelle Winwood, Van Dyke Parks.

**"We saw
'THE LAST
HUNT'**

(CinemaScope-Color)

Strong, red meat all the way. Powerful as a love and action drama. The buffalo stampede is terrific."

The Cast:

Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget, Russ Tamblyn.

**"We saw
'GABY'**

(CinemaScope-Color)

Oh what a wonderful love story. Leslie Caron leaps to the top of the star parade!"

The Cast:

Leslie Caron, John Kerr, Taina Elg.

**"We saw
'FORBIDDEN
PLANET'**

(CinemaScope-Color)

It's amazing! The most unusual drama ever made about outer-space. The effects have never been equalled."

The Cast:

Walter Pidgeon, Anne Francis, Leslie Nielsen, Warren Stevens, and introducing Robby, The Robot.

**"We saw
'THE RACK'**

Not since 'Caine Mutiny' has there been anything so powerful about servicemen. Right out of the headlines, sizzling!"

The Cast:

Paul Newman, Wendell Corey, Walter Pidgeon, Edmond O'Brien, Anne Francis, Lee Marvin.

**"We saw
'LUST FOR
LIFE'**

(CinemaScope-Color)

Masterpiece is the word for it. The native backgrounds, the drama of a life story are overwhelming!"

The Cast:

Kirk Douglas, Anthony Quinn, James Donald, Pamela Brown, Everett Sloane.

BINGO

(Continued from Page 1)

plete Bingo Package, which includes the punch-out theatre Bingo cards, trailers, window cards, Bingo cage, balls, master board, and screen dials.

There seems to be no set pattern on how to operate Bingo — each particular location having worked out its own successful formula. Some theatres, such as the Lux in Humboldt, Sask., have arrangements with the local Lions Club. The theatre collects admissions only, while the Lions Club sell Bingo cards inside the theatre.

Because of its popularity and general acceptance by the public, it appears Bingo is a natural box-office stimulant for the theatres. It taps a type of patron not regular theatre goers, and forms them into the habit of attending because of the regularity of the Bingo. About 75 percent of the theatres running Bingo operate two nights of the week and some three nights of the week, depending on the number of changes of program.

Until recently, these exhibitors have been the most vocal enemies of Bingo because of its opposition to them. They now find that Bingo can be used to advantage in their own theatre and in a few cases, where a service club had previously been running in opposition to the theatre, it is now co-operating in presenting the Service Club Bingo inside the theatre. Thus the exhibitor solves two important problems — number one, increasing his own business, and number two — eliminating the Bingo that has been in opposition to him.

Your correspondent, on checking with bookers and circuits in Winnipeg learns that Bingo, in the case of country theatres, has been an important factor in keeping them open during the past winter.

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Across the Country



Winnipeg

Visitors to Winnipeg included Rev. Fredricksson, Mr. Jamisson and Dr. Heliggson, of the Glenboro Chamber of Commerce, who are operating the theatre in Glenboro, Man., during the Winter months. Also in the City were Richard Southam of Gainsborough, Sask., and Vivien and Tom Morris of Virden. The Morris', in the city for two days, found that they had to remain an extra three days due to blocked roads from the latest snow storms.

Dick Houston, Winnipeg Branch Manager for Dominion Sound Equipment, leaves for Montreal Wednesday, February 22nd, to attend a Dominion Sound Management Conference on the new CinemaScope 55. The Conference is being held during the week of Feb. 23rd, and all Canadian Branch Managers will attend.

Peter Meyers, 20th Century Fox, arrives in Winnipeg, March 1st, for the showing of their CinemaScope 55. Mr. Perry and Mr. Plottel, Empire Universal, arrived in Winnipeg from Toronto on February 19th.

Vancouver

More bad news for theatres. City Council has taken the first step toward tacit approval of BINGO, provided in this case the profits go toward the battle against juvenile delinquency. What the community centres want is the removal of the \$125 licence. All are located on city property near suburban theatres, which pay taxes.

A candy bar thrown by a teen-ager tore the \$1200 screen at the Cinema Theatre in Swift Current, Sask. resulting in the screen having to be replaced.

Les Toffey and George Reid of Vancouver sold the 420-seat Ladner theatre and an office building in the Fraser Valley town to Owen Bird, operator of small town theatres in B.C. Bird is the President of British Columbia Exhibitors Association.

Jack Armstrong, manager of the Odeon-Plaza in Victoria is the father of a second son.

Theatre owners are concerned about the new move for night shopping in the suburban area of Vancouver. The question is to be decided by the City Council at its next meeting. Labor unions in the area are objecting to night shopping.

Earl Dalglish, W-B manager, reports that "Mr. Roberts" is proving a record breaker at up-country Famous Players theatres. "Doctor at Sea" a JARO release is doing smash business playing day and date at three theatres in the area.

Blumenstock To NY

New York: Because of the greatly increased promotional activity scheduled to begin immediately and to continue through the balance of the present year, Mort Blumenstock, Vice-President in Charge of Advertising and Publicity for Warner Bros., will make the company's New York Home Office, instead of the studio, his permanent headquarters. "This will insure the closest possible collaboration of advertising-publicity efforts with the distribution department and our general sales manager, Ben Kalmenzon," it was announced by Jack L. Warner.

Toronto Bans Carnys In Public Parks

Toronto: It looks as if Toronto will have no carnivals in public parks, the Board of Control having turned down the application of Ward 8 Central Executive Council to stage a midway at Kew Gardens next summer, although the parks committee had previously approved the proposal. The Board's decision is interesting in view of the fact that Ald. Don Summer-ville, manager of the Prince of Wales Theatre, is identified with the Ward 8 organization.

TENT 28

(Continued from Page 1)

ton Room in the King Edward Hotel at 12.15 Tuesday, Feb. 21.

At the last meeting Chief Barker Dave Griesdorf received \$603 for Variety Village from the Brantford Theatre Managers Association as proceeds from a benefit show in the Telephone City. The delegation from Brantford consisted of Joe Paul of the Paramount and Ted Burrows of the Odeon.

New Vice-chrm. For National Film Bd.

Ottawa: Hon. J. W. Pickersgill, Minister of Citizenship and Immigration, announced the appointment of Dr. Leon Lortie of Montreal as Vice-Chairman of the Board of Governors of the National Film Board. Dr. Lortie has been a member of the Board of Governors since 1953.

Centre, Peterborough Reduces Admissions

Peterborough: The independent Centre Theatre, Peterborough, last week announced a general reduction in admission prices starting with the engagement of "Land of the Pharaohs". Hilly Yudin said the new scale was the lowest in Peterborough. Top evening price for adults is 50c, with 30c for the matinee.

Schneer For RKO

New York: RKO Radio Pictures concluded negotiations with Charles Schneer, veteran film maker, to produce three motion pictures for RKO Radio, it was announced by William Dozier, Vice-President in Charge of Production.

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On the Beam

(Continued from Page 1)

(W-B); "Picnic" (Col.), and "The Rose Tattoo" (Para.).

Nominated for the Best Performance by a Male Star are: Ernest Borgnine for "Marty" (UA); James Dean for "East of Eden" (W-B); James Cagney for "Love Me or Leave Me" (M-G-M); Frank Sinatra for "The Man with the Golden Arm" (U.A.), and Spencer Tracy for "A Bad Day at Black Rock" (M-G-M). This, incidentally, is the first time in Academy history that a posthumous nomination (the late James Dean), has been made.

Nominated for the Best Performance by a Feminine Star are: Susan Hayward for "I'll Cry Tomorrow" (M-G-M); Katherine Hepburn for "Summertime" (U.A.); Jennifer Jones for "Love Is A Many Splendored Thing" (20th-Fox); Anna Magnani for "The Rose Tattoo" (Para.), and Eleanor Parker for "Interrupted Melody" (M-G-M).

Nominated for the Best Performance by a Supporting Actor are: Jack Lemmon for "Mr. Roberts" (W-B); Arthur Kennedy for "Trial" (M-G-M); Joe Mantell for "Marty" (U.A.); Sal Mineo for "Rebel Without a Cause" (W-B), and Arthur O'Connell for "Picnic" (Col.).

Nominated for the Best Performance by a Supporting Actress are: Betsy Blair for "Marty" (U.A.); Peggy Lee for "Pete Kelly's Blues" (W-B); Marisa Pavan for "The Rose Tattoo" (Para.); Jo Van Fleet for "East of Eden" (W-B), and Natalie Wood for "Rebel Without A Cause" (W-B).

Nominated for the Best Director are John Sturges for "A Bad Day at Black Rock" (M-G-M); Elia Kazan for "East of Eden" (W-B); Delbert Mann for "Marty" (U.A.); Joshua Logan for "Picnic" (Col.) and David Lean for "Summertime" (U.A.).

Nominated for Best Story and Screenplay are: "The Court Martial of Billy Mitchell" (W-B — Milton Sperling and Emmet Laver); "Interrupted Melody" (M-G-M — William Ludwig and Sonya Levien); "It's Always Fair Weather" (M-G-M — Betty Comden and Adolph Green); "Mr. Hulot's Holiday" (JARO — Jacques Toti and Henri Marquet), and "The Seven Little Foys" (Para. — Melville Shavelson and Jack Rose).

The final group on which Canadians will vote in the Academy Award Project, is for the Best Recording of a Musical Picture. Nominated in this category are: "Daddy Long Legs" (20th-Fox); "Guys and Dolls" (Goldwyn-M-G-

M); "It's Always Fair Weather" (M-G-M); "Love Me or Leave Me" (M-G-M), and Oklahoma" (Todd Magna).

In the six top categories of the Academy Award Nominations, United Artists and Warner Bros. are tied with eight nominations each; Metro-Goldwyn-Mayer is second with six; Paramount and Columbia have three each, and 20th Century-Fox has the remaining two.

BALABAN

(Continued from Page 1)

Y. Frank Freeman and Don Hartman.

"It is my firm conviction, based upon this realistic appraisal, that the Paramount product available this year and next will gross at the box-office level an amount exceeding the grosses of any previous two years in the history of Paramount Pictures Corporation.

"Our two lead pictures, Cecil B. DeMille's 'The Ten Commandments,' and 'War and Peace,' both to start their release in 1956, are certain to roll up record grosses. No company in the business has ever provided two such unprecedented attractions in one season.

"I saw 'The Ten Commandments' in rough complete form and was thrilled to the core.

"Paramount executives recently flew to Rome to attend the screening of the complete footage of 'War and Peace.'

"The enthusiastic report from the screening is that 'War and Peace' is certain to take its place with the great all-time pictures and top grossers of our business.

"Right now Hal Wallis' 'The Rose Tattoo,' based upon Tennessee Williams' stage hit and starring Burt Lancaster and Anna Magnani, in its first engagements is fast becoming the most-talked-about picture of 1956.

"Danny Kaye's spectacular super-comedy, 'The Court Jester,' has opened with resounding success in its initial engagement at the New York Paramount Theatre. To follow soon will be our Easter picture, 'Anything Goes,' the richest and most sparkling modern of all musicals, starring Bing Crosby, Donald O'Connor, Mitzi Gaynor and the incomparable Jeanmaire. Also a great and history-making contribution to the musical field is 'The Vagabond King,' and introducing opposite Kathryn Grayson a brilliant new star, Oreste.

"At the studio I saw in complete form 'The Proud and Profane,' starring William Holden and Deborah Kerr, 'The Mountain,' starring Spencer Tracy, Robert Wagner and Claire Trevor; Bob Hope's surefire new comedy 'That Certain Feeling,' with last year's Oscar winner, Eva ('On the Waterfront') Marie Saint; and Alfred Hitchcock's suspense masterpiece, 'The Man Who Knew Too Much,' co-starring James Stewart and Doris Day. I saw a great TV star become an even greater new film personality when I was superbly entertained by George Gobel in 'The Birds and the Bees,' with scintillating Mitzi Gaynor and David Niven. Three more talented newcomers destined to help fill the industry's need for fresh young stars, namely Carol Ohmart, Jody Lawrence and Tom Tryon, come through strongly under the skilled directorial hand of Michael Curtiz in the dramatic 'The Scarlet Hour.'

"All of our pictures will of course be in VistaVision and mostly in Technicolor.

"Paramount believes devotedly in the brilliant and prosperous future of the motion picture as still the greatest form of mass world entertainment ever conceived. In

that spirit we are investing the largest sum of money in our history and our entire resources of talents and energy and showmanship to the creation of important pictures of the highest artistic and box-office levels, for the continuous profits and prosperity of our customers everywhere. Our goal and promise is to surpass in 1956 and 1957 the high box-office quality of product which we have achieved in the past two years, and I have every confidence, based on pictures finished or planned, that we will succeed."

Arthur J. Houghton

Moose Jaw: Arthur James Houghton, 71, an old-time vaudeville troupier and later stage manager of theatres in Moose Jaw, Sask., died Feb. 3 in Moose Jaw after a lengthy illness.

He came to Canada from England in 1908 and was stage manager of a vaudeville troupe that toured Canada, Alaska and the United States. In 1914 he settled in Moose Jaw and became stage manager at the Orpheum theatre. Later he moved to the Capitol theatre. Illness forced him to stop work in 1951.



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DS-55-24

RANK STUDIO

(Continued from Page 1)

will be made at Rank's Pinewood Studios this year and the tentative program for 1957 is already taking shape.

Drama and thrills are represented by:

The Spanish Gardener, to be filmed in VistaVision and color, starring Britain's No. 1 boxoffice star, Dirk Bogarde, in A. J. Cronin's best-selling story.

Checkpoint, VistaVision and color, offers unlimited thrills as Anthony Steel competes, with murder as his co-driver.

House of Secrets, VistaVision, and color, reveals secrets of Interpol as this international police organization tracks down desperate counterfeiters in Paris and other cities of Europe.

The Magnificent Leonardi reunites Peter Finch and Virginia McKenna, the dramatic team of A Town Like Alice, in an original and suspenseful story of a husband-and-wife mind-reading team who discover grim secrets.

Doctor At Large, VistaVision and color, brings back Dirk Bogarde as Richard Gordon's hilarious medico, the film to be produced and directed by the hit team who created Doctor In The House and Doctor At Sea.

Up In The World, the fourth in the Wisdom series gives Norman his greatest opportunity yet as a window cleaner who uproariously foils an attempt to kidnap the spoilt son of a wealthy house.

The Big Money, VistaVision and color, will establish Ian Carmichael in the highest class of light comedians in the laugh-a-line tale of a family of crooks.

Vaughan Wilkins' best-selling novel involving the last foreign landing on the British mainland, A King Reluctant, a story of the French Revolution, will come to the screen in all its thrilling magnificence; Ill Met By Moonlight, Stanley Moss' account of the kidnapping of a German general in war-torn Crete, has the authentic British blend of humour and high adventure; Oasis Nine, takes the moviegoer to North Africa to witness a thrilling story of love and hate; Body Below is set in the West Indies, telling a taut story of shipwreck and murder; The Secret Place relates compellingly how a boy's love for a girl is twisted to the uses of criminals; Tiger In The Smoke, from Mergery Allingham's thriller, tells the gripping tale of a nightmare man-hunt through London.

Already in production are Jacqueline, set in and around the vast

shipyards of Belfast, which will consolidate John Gregson's strong claim to international stardom; Eyewitness, starring Donald Sinden, and David Knight in a suspense story.

Already in the cutting and editing stage are A Town Like Alice the dramatic story from Nevil Shute's famous novel, which gives Peter Finch and Virginia McKenna the dramatic roles of the year.


The Black Tent, VistaVision and Technicolor, largely filmed in the Tunisian desert, stars Anthony Steel, Donald Sinden and Italy's Anna Maria Sandri in colourful adventure.

Who Done It? gives filmgoers the chance to join Benny Hill's 12,000,000 TV fans in joy at his comedy genius with glamorous Belinda Lee as the girl in the piece.

The Long Arm tells how Scotland Yard pursues and cripples a safe-breaking gang, with Jack Hawkins as the detective superintendent.

The Battle Of The River Plate is the Powell-Pressburger film in VistaVision and Technicolor filmed largely on location, which tells the classic story of the last days of the pocket battleship Graf Spee, starring Peter Finch as her gallant commander with John Gregson.

Reach For The Sky is the magnificent story of the indomitable legless R.A.F. ace, Douglas Bader, and gives to Kenneth More the most exacting role of his brilliant career.



This month

EYE WITNESS

reports on

The Sports Car Fan
(Ontario)

John Furch—Glass Craftsman
(Medicine Hat)

Water Highways of the North
(Alberta)

(Ask for Eye Witness 80)

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PROTEST

(Continued from Page 1)

coming when revisions to the amusement act are presented during the budget speech in March.

At a recent special meeting of the Manitoba Motion Picture Exhibitors Association, when a progress report was given by secretary Ken Beach, on the latest activities of the Amusement Tax Committee, various exhibitors present, voiced a desire for drastic action, should the government not revise the amusement act sufficiently in aid of the individual country exhibitor, as well as the small exhibitor in greater Winnipeg.

Operators of small theatres present at the meeting claimed that half measures would not solve the desperate situation they are faced with; the government will have to give them the full measure of tax relief they are asking for (elimination of all tax from tickets 50c and under), otherwise they will be forced to close.

"OSCAR" CONTEST

(Continued from Page 1)

dreams of top industry leaders, with his announcement that over 500 theatres across Canada had joined in the project and that 12 of the top newspapers had agreed to co-sponsor. Mr. Chaplin urged that all cities and towns, large or small, who have not joined in, take immediate steps to participate and benefit from the wide-spread interest in this year's Academy Award race. A phone call or wire to your nearest Exhibitor's Association or to the Digest, will provide you with all necessary information.

Reports sent in to Mr. Chaplin and gathered by Digest correspondents proves beyond a doubt that the industry as a whole was eagerly awaiting this type of promotion. The trojan work in Toronto set the pace for the entire country and bouquets are due to the committee headed by Jim Hardiman and Mort Margolius for the pattern set and to Jim Nairn, Archie Laurie and Jim Hardiman for arranging the Toronto Tely sponsorship.

Latest reports show the following cities participating in the project. Vancouver, with 100% theatre participation, has the Vancouver Province co-sponsoring; Edmonton with the Journal sponsoring; Calgary with the Calgary Herald sponsoring; Lethbridge; Prince Albert; Regina; Saskatoon; Flin Flon with the Daily Reminder sponsoring; Winnipeg with the Tribune sponsoring; London with the Free Press sponsoring; Hamilton with the Spectator sponsoring; the Niagara Peninsula Managers Association in the following towns: Ni-

agara Falls, Niagara on-the-Lake, St. Catharines, Welland, Thorold, Grimsby, Port Colborne; Brantford with the Expositor sponsoring; Peterborough with the Examiner sponsoring; Oshawa; Kingston; Collingwood; all theatres of National Theatre Services; Ottawa with the Citizen, Journal and Le Droit sponsoring; Montreal with the Gazette sponsoring; Saint John and Halifax with the Chronicle-Herald sponsoring.

From Halifax, Freeman Skinner reports that a committee headed by Jim McDonough as campaign chairman, has been set up with Peter Herschorn, Freeman Skinner and Doug Smith as co-chairmen.

Skinner reports that over \$3,000 in prizes has been promoted to date, with the first prize a one-week, all-expense round trip to Miami for two, second prize, a refrigerator and the third prize, an article worth over \$300. Runner-up prizes will include a fur coat, electric range, ladies and men's wearing apparel, luggage, movie camera, etc.

The Halifax daily, the Chronicle-Herald, as well as the local radio stations have pledged their support and the Mayor of Halifax will take part in the drawing ceremony in the lobby of the Capitol Theatre at the conclusion of the contest.

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